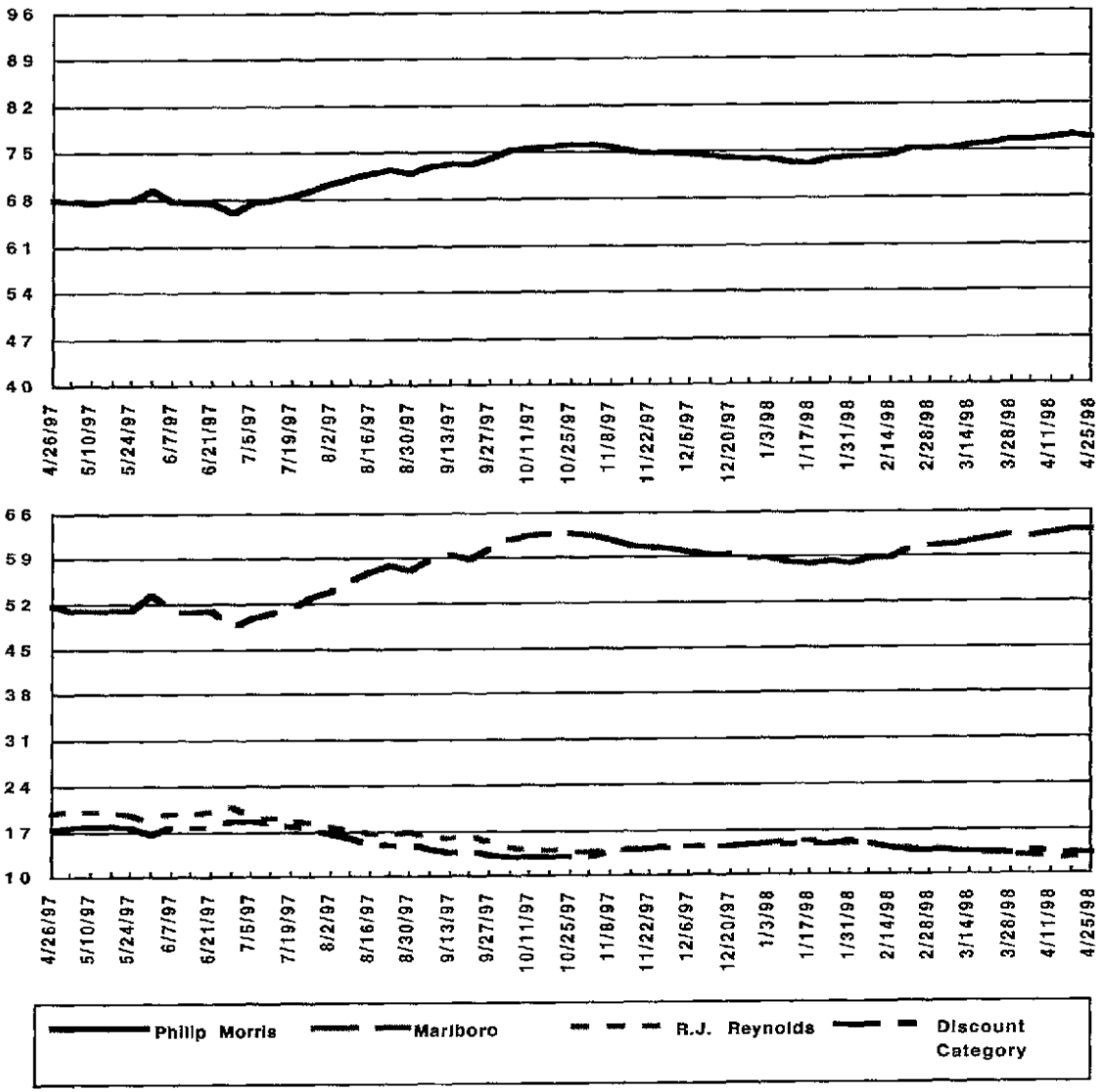
TOTAL DAIRY MART CORPORATE STORES
THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	75.39	76.74	71.48	76.16	4.68
Marlboro	60.79	63.04	55.95	61.83	5.88
OPB	4.63	4.22	4.80	4.53	-0.27
Basic	6.03	5.85	5.61	6.10	0.48
R. J. Reynolds	13.79	12.87	16.90	13.25	-3.65
Camel	4.54	4.25	5.95	4.44	-1.51
Winston	3.98	3.67	4.54	3.77	-0.77
Doral	1.83	1.70	2.46	1.73	-0.72
B&W	5.31	5.06	5.82	5.18	-0.64
GPC	0.69	0.65	0.85	0.67	-0.18
Lorillard	5.43	5.27	5.70	5.34	-0.36
Newport	4.95	4.80	5.08	4.87	-0.21
Liggett Group	0.04	0.03	0.06	0.03	-0.03
Premium	86.11	86.85	84.36	86.43	2.07
Private Label	3.58	3.27	4.64	3.35	-1.29
Avg Ind CPW	158.88	166.47	153.49	164.03	10.54
Avg PM CPW	119.78	127.75	109.72	124.93	15.21
Avg Marl CPW	96.58	104.94	85.89	101.42	15.53
# of Stores	447	447	447	447	0

Source: STARS Store Level Data

National Account Package I

2071850219

Source: https://www.industrydocuments.ucsf.edu/docs/pjkn0004